WHAT IS CLAIMED IS:

1. For use in a media tape cartridge reel, a hub and flange assembly comprising:

a hub having a first lip and a second lip at opposite ends of the hub; and

a flange, wherein the flange is integral with the hub at the first lip, the hub comprises an inner coupling having a hole at the center, and the inner coupling is offset towards the first lip where integrated with the hub.

2. The hub and flange assembly of claim 1 further comprising a second flange wherein the second flange is joined to the hub/flange at the second lip.

3. The hub and flange assembly of claim 1 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 10% to 50% of the thickness of the hub.

4. The hub and flange assembly of claim 1 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 20% to 30% of the thickness of the hub.

5. The hub and flange assembly of claim 1 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is about 25% of the thickness of the hub.

6. The hub and flange assembly of claim 1 wherein the inner coupling is hat-shaped having a crown region near the hole and the crown region is substantially flush with the second lip.

7. The hub and flange assembly of claim 1 wherein the inner coupling is hat-shaped having a crown region near the hole and the crown region is disposed in a direction opposite the first lip and past the second lip.

8. For use in a reel, a hub/flange comprising:

a hub having a first lip and a second lip at opposite ends of the hub; and

a flange, wherein the flange is integral with the hub at the first lip, and the hub comprising an inner coupling having a hole at the center and the inner coupling is offset towards the first lip where integrated with the hub.

9. The hub/flange of claim 8 further comprising a second flange wherein the second flange is joined to the hub/flange at the second lip.

10. The hub/flange of claim 8 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 10% to 50% of the thickness of the hub.

11. The hub/flange of claim 8 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 20% to 30% of the thickness of the hub.

12. The hub/flange of claim 8 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is about 25% of the thickness of the hub.

13. The hub/flange of claim 8 wherein the inner coupling is hat-shaped having a crown region near the hole and the crown region is substantially flush with the second lip.

14. The hub/flange of claim 8 wherein the inner coupling is hat-shaped having a crown region near the hole and the crown region is disposed in a direction opposite the first lip and past the second lip.

15. A method of producing a hub/flange for use in a media tape cartridge reel, the method comprising:

providing a hub having a first lip and a second lip at opposite ends of the hub; and

integrally forming a flange with the hub at the first lip, wherein the hub comprises an inner coupling having a hole at the center and the inner coupling is offset towards the first lip where integrated with the hub.

16. The method of claim 15 further comprising providing a second flange wherein the second flange is joined to the hub/flange at the second lip.

17. The method of claim 15 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 10% to 50% of the thickness of the hub.

18. The method of claim 15 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is in a range of 20% to 30% of the thickness of the hub.

19. The method of claim 15 wherein the hub has a thickness between the first and second lips, and the inner coupling offset is about 25% of the thickness of the hub.

20. The method of claim 15 wherein the inner coupling is hat-shaped having a crown region near the hole and the crown region is substantially flush with the second lip.